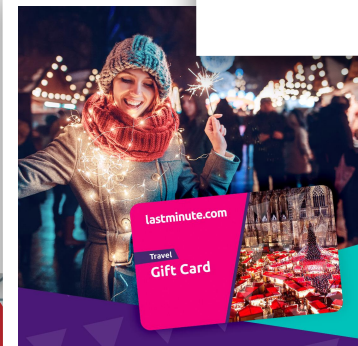


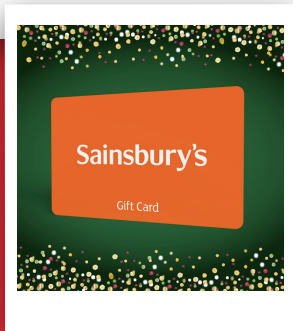
DECEMBER SOCIAL REPORT

2022

Time To

#GiftBetter





2022
Time To
#GiftBetter

FOLLOWERS

(month on month)



15,579

↑ 13%



6,605

↑ 6%



7,184

↑ 20.1%

2022

Time To

#GiftBetter

RESULTS

| Date | Member | FB Reach | IG Reach | Tw Impressions | Total |
|----------|----------------------------|----------|----------|----------------|--------|
| 1.12.22 | M&S | 3508 | 2514 | 27,901 | 33,923 |
| 2.12.22 | Lastminute.com | 1203 | 2090 | 23,840 | 27,133 |
| 3.12.22 | The Charity Shop gift card | 1355 | 1460 | 3960 | 6775 |
| 4.12.22 | WHSmith | 2963 | 2678 | 7458 | 13,099 |
| 5.12.22 | Park christmas Savings | 1749 | 1946 | 6507 | 10,202 |
| 6.12.22 | Motivates Life:style | 1915 | 2559 | 7738 | 12,212 |
| 7.12.22 | Theatre Tokens | 2149 | 1450 | 16,567 | 20,166 |
| 8.12.22 | Virgin Exp Days | 1718 | 1193 | 20,626 | 23,537 |
| 9.12.22 | John Lewis | 2249 | 1969 | 38,347 | 42,565 |
| 10.12.22 | Tesco | 2366 | 1900 | 14,038 | 18,274 |

RESULTS

| Date | Member | FB Reach | IG Reach | Tw Impressions | Total |
|----------|-------------------------------|----------|----------|----------------|--------|
| 11.12.22 | M&S | 1212 | 1709 | 23,659 | 26,580 |
| 12.12.22 | Motivates Life:style | 1480 | 1815 | 7928 | 11,223 |
| 13.12.22 | Laithwaites | 1216 | 1100 | 6234 | 8550 |
| 15.12.22 | Theatre & Hotel Combo Card | 1523 | 1730 | 4339 | 7592 |
| 16.12.22 | Incomm Vanilla Mastercard | 1543 | 1480 | 8593 | 11,616 |
| 17.12.22 | Sainsbury's | 2929 | 3504 | 9160 | 15,583 |
| 18.12.22 | Currys | 2464 | 2792 | 8744 | 14,000 |
| 19.12.22 | New Look | 1679 | 2219 | 6012 | 9910 |
| 20.12.22 | One4all | 2326 | 2768 | 33,838 | 38,932 |

RESULTS

| Date | Member | FB Reach | IG Reach | Tw Impressions | Total |
|----------|-------------------------|----------|----------|----------------|--------|
| 21.12.22 | Tesco | 632 | 2261 | 5237 | 8130 |
| 22.12.22 | One4all | 1033 | 3108 | 17,933 | 22,074 |
| 23.12.22 | Theatre Tokens | 1803 | 1857 | 5286 | 8946 |
| 24.12.22 | TK Maxx | 1028 | 2900 | 5732 | 9660 |
| 25.12.22 | M&S | 2288 | 2587 | 46,246 | 51,121 |
| 26.12.22 | WHSmith | 1813 | 2612 | 41,067 | 45,492 |
| 27.12.22 | Prezzee | 829 | 2243 | 7652 | 10,724 |
| 28.12.22 | Love2Shop | 3499 | 3299 | 9329 | 16,127 |
| 29.12.22 | Little Starts Gift Card | 1211 | 1995 | 4772 | 7978 |
| 30.12.22 | WHSmith | 2360 | 2917 | 32,646 | 37,646 |

RESULTS

| Date | Member | FB Reach | IG Reach | Tw Impressions | Total |
|----------|----------------|----------|----------|----------------|--------|
| 31.12.22 | New Look | 3732 | 3058 | 9068 | 15,858 |
| 1.1.23 | Lastminute.com | 1957 | 2980 | 5903 | 10,840 |
| 2.1.23 | Tesco | 2444 | 3350 | 7299 | 13,093 |

2022

Time To

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SUMMARY

Notes / Comments:

- Christmas 2022 total reach 610k
- Followers increased across platforms substantially in December with the highest growth over on Instagram, which increased by over 20%
- Our Christmas day (25.12.22) giveaway with M&S saw the highest reach this month at 51,121
- That was closely followed by our Boxing day (26.12.22) giveaway with WHSmith at 45,492 and our giveaway on 9.12.22 with John Lewis reaching 42,565
- After using a different format on posts to prompt followers to share, tag etc we saw the engagement rate higher than ever
- Reach to date 8.7m

2022

Time To

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SOCIAL ENGAGEMENT FB



Paula Hunt

Having my Dad for Christmas lunch. Last year on Christmas Day he was blue-lighted into hospital where he spent 6 weeks recovering after having a Tavi heart procedure. He also has skin cancer. This photo taken this Christmas Day is priceless **#GiftBetter** 🌲



Like Reply Hide 1 w Edited



Angie McDonald

#GiftBetter I'm looking forward to doing a Meerkat experience with my other half as they're his favourite animals! 😊 Elizabeth McDonald

Like Reply Hide Send message 6 d



Jackie Foster

Running to meet my mum from work on a friday evening (pay day) when she would always bring me sweets , so mercenary ! but i always remember getting sweets on fridays 😊😘 Susan Dredge

Like Reply Hide 1 w



Elaine Pett

Having our 5 day old granddaughter there instead of worrying our daughter might go into labour (due 28th) lovely family day. **#GiftBetter** Nina Motylinski-Davies



Like Reply Hide 1 w



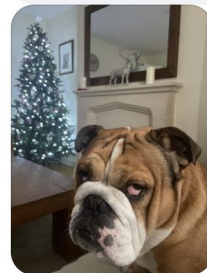
Alison Veasey

Home Alone 2 is fabulous! 🌨️🌨️🌨️ Merry Christmas!



Cheryl Davidson

Here is Spud proudly showing ours off with a look of delight on his face! **#giftbetter** Amy Butterfield-Houldsworth



Top fan

Liane Walker

I love to be super comfy on Christmas Day so it's Christmas jumpers in the day and fleecy Christmas pyjamas at night 🌲🌨️🌨️ Merry Christmas **GiftBetter** **#GiftBetter** Lauren Doak



2022

Time To

#GiftBetter

SOCIAL ENGAGEMENT TWT

 **Nicci** @DeniseCop1 · 30 Dec 2022
Replying to @GiftBetterUK
My 8 year old Grandson has just found a love of reading so I would definitely let him choose a book for himself and one for his baby cousin 📖❤️
#GiftBetter
@EdingtonKate

14

 **RoSei** @arroda · 25 Dec 2022
Replying to @GiftBetterUK and @marksandspencer
Because it's CHRISTMAS! And anything goes at Christmas including getting into a hot tub with a Santa hat on! 🎄👶🏻👶🏻
#prizedraw #GiftBetter



63

 **Kirsty Connor** @KirstyConnor7 · 24 Dec 2022
Replying to @GiftBetterUK
Excited for Santa! We're watching Christmas movies whilst Daddy's cooking the Turkey! #GiftBetter @Stirling416



1

 **Jessica Townley** @MrsTea · 31 Dec 2022
Replying to @GiftBetterUK and @newlook
I'll be celebrating with family and friends 🎉
@Ruthy4D #GiftBetter



1

 **Kazweedon** @kazweedon · 10 Dec 2022
Replying to @GiftBetterUK
Usually the first Saturday in December 🎄🌈👉👈👉👈👉👈👉👈
#GiftBetter



1

 **Laura Coakes** @mummytwinlife · 27 Dec 2022
Replying to @GiftBetterUK and @prezjee
#GiftBetter @nicolahirons @daddy_twinlife WATCHING OUR BEAUTIFUL GIRLS HAVING FUN 🥰



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2022
Time To
#GiftBetter